

# Event Management Plan Toolkit

## TABLE OF CONTENTS

INTRODUCTION.....	4
EVENT PLAN.....	4
1. EVENT DETAILS .....	5
1.1. Event Place & Time .....	5
1.2. Contact During Event.....	5
2. ORGANISING COMMITTEE .....	5
2.1. Roles and Responsibilities .....	6
3. FINANCIAL PLANNING .....	6
3.1. Budget.....	6
3.2. Financial Support .....	7
4. INSURANCE .....	8
3. THE VENUE.....	8
3.1. Potential Hazards.....	8
3.2. Site Plan.....	9
3.3. Site Plan Checklist .....	9
3.4. Contingency Plan.....	10
4. TRAFFIC AND PEDESTRIAN MANAGEMENT .....	10
4.1. Traffic Management Plan .....	10
4.2. Road Closures .....	10
4.3. Adjoining Properties .....	10
5. INCIDENT MANAGEMENT PLAN .....	11
5.1. Event / Incident Control Centre .....	11
5.2. Incident Management Plan including First Aid Arrangements.....	11
5.3. Incident Management Contact Details .....	12
5.4. Fire Fighting Equipment .....	12
5.5. Lost and Stolen Property / Lost Children.....	12
5.6. Incident Reports .....	12
6. PUBLIC HEALTH .....	12
6.1. Temporary Food Stalls.....	12

---

6.2. Alcohol .....	13
6.3. Toilets .....	13
6.4. Water .....	14
6.5. Shelter.....	14
6.1. Waste Management .....	14
6.2. Noise.....	14
7. PUBLIC SAFETY .....	15
7.1. Security & Crowd Control.....	15
7.2. Place of Public Assembly.....	15
7.3. Lighting and Power .....	15
7.4. Temporary Structures .....	15
7.6. Fireworks and Pyrotechnics .....	16
8. EVENT PROMOTION AND MARKETING .....	16
8.1. Ticketing.....	16
8.2. Signage.....	17
8.3. Health Promotion .....	17
8.4. Advertising .....	17
9. USEFUL CONTACT NUMBERS.....	17
10. EVALUATION.....	17
REFERENCES.....	18
Event Management Plan Proforma .....	19
ANNEXURE A.....	34
Useful Links .....	34
ANNEXURE B.....	35
Task Scheduling Example.....	35

---

# INTRODUCTION

This toolkit is designed for people in the Gascoyne region who currently organise festivals and events. Festivals and events are very important to the Region as they showcase the unique aspects of the Region's culture and promote positive messages to our visitors. They also contribute to local communities by providing opportunities for economic growth and fostering community spirit.

Included in this toolkit are practical guides and resources to help plan, promote, and stage a successful festival or event. As well as providing clear guidance on how to go about each stage of the process, there are also links to other useful information and templates that can be adapted to suit an individual event.

# EVENT PLAN

Planning is the most important part of running a successful event, and this means starting well in advance. The best way to approach planning is to develop a detailed management plan, which includes a timetable of what needs to be done and when. Crucial elements of the planning for the event, such as fundraising, booking performers and advertising need to happen well in advance of the date of your event so a timeline schedule is essential.

Developing an Event Plan is critical to ensure your events success. The information provided in this document is designed to walk you through each step involved in organising a festival or event, and can be used as a checklist. The information will hopefully assist you to develop an Event Plan for your festival or event. Please be mindful that this is a guide only and that there may be additional information or requirements that are not necessarily listed in this document. Please ensure you consult with your local government authority and other relevant agencies in developing your Event Plan.

# 1. EVENT DETAILS

## 1.1. Event Place & Time

In this section you should provide a general overview of your event and be as specific as possible about the activities you are proposing to conduct at the event.

When selecting the dates for your event it is a good idea to check whether there are any other events already planned to avoid clashes in events. The timing of your event is also important to consider. Try not to plan your event during known quiet periods when many people are out of town. Consider planning your event during the peak season to increase your target audience and capitalize on the opportunity to promote your area.

It is important to provide details of your set up and dismantling period as well as the actual times for your event to assist with the scheduling of works in the area.

## 1.2. Contact During Event

The Event Manager is responsible for the overall management of the event. Their role and responsibility includes organising, resourcing, creative directing, human resource management, negotiating, financial management, public representation, troubleshooting and liaison. The event manager must be contactable throughout the event planning, conducting and evaluation processes.

# 2. ORGANISING COMMITTEE

However keen you are, it is highly unlikely that you can organise an event on your own - you need a group. Groups often form around the desire to run a festival or event with the celebration of a theme, art form or sport in mind. This usually starts off being an informal grouping but as soon as the group starts to handle money then a formal statement of roles and responsibilities and decision-making becomes necessary.

People volunteer for committee work for a wide variety of reasons but primarily they become involved with an organisation or an event and want to do something worthwhile towards its future success. Managing committees effectively means recognising why people became involved, it requires a combination of organisational skills and an understanding of the members. Leaving everyone to do what they like doing might feel appropriate when working with volunteers, but it is not necessarily the way to ensure the group is run efficiently. You need to explore the skills of the people on the committee and match them to the jobs which need doing within the group. Remember that the committee members need to get something out of their role in the committee too, whether it is an increased sense of ownership and belonging to the organisation, social networking or new skills.

## 2.1. Roles and Responsibilities

However your team is set up, you should allocate clear roles to each individual within the team, so everyone knows what they are doing and what is expected of them. Aim to choose committee members with a range of expertise, interests, skills and experience to share the work. Essential roles for an event committee are:

- Event Manager
- Treasurer
- Other roles such as Promotions and Secretary
- General members with various responsibilities 'on the ground'

The Event Manager is the one essential position for any event committee organizing an event. The Event Manager is responsible for:

- the smooth running and coordination of the event.
- the inclusive and welcoming nature of the event for all.
- ensuring that the event complies with all relevant Federal and State laws and local government policies and regulations.
- ensuring that all forms are filled out and details lodged with the relevant authority.
- ensuring that appropriate permission is received before the event goes ahead.
- recording details of invitees and attendees.
- ensuring that thank yous are sent to those who have helped in arranging or sponsoring the event and to any special guests.
- ensuring sponsors are publically acknowledged where relevant, including at the event and in promotional material.
- advertising the event.
- budget forecasting and financial control.

## 3. FINANCIAL PLANNING

You may have a great idea for an event, but you need to make sure it is financially viable.

### 3.1. Budget

When you apply for funding, you will need to set out your projected Income and Expenditure to demonstrate that your budget will balance, and your event will be financially viable. Use a spreadsheet to draw up a budget of projected income and expenditure for the project. If you are GST registered, you should use figures excluding GST for this.

## Income

Sources of income fall into 2 main categories:

- a) Earned income: ticket sales, merchandising, catering etc
- b) Unearned income: public sector grants, donations from individuals or trusts/foundations etc.

## Expenditure

You should list each item of expenditure for your project - grouping them together under headings will help. Examples include:

- Overheads - administration costs, office rental, telephone
- Festival/Event site costs - hire of land, marquee, catering equipment, staging
- Artistic costs - performers' fees, accommodation, travel, hire of instruments
- Marketing costs - print of leaflets/flyers/programs, sub contractors, launch event

When balancing your budget the total of your income should be equal to or greater than the total of your expenditure. If your expenditure is higher, you need to look at cutting some of your costs, or finding additional sources of income until they balance. If your income is greater than expenditure, you should make a profit or surplus on your event.

## 3.2. Financial Support

It is likely that your festival or event will not generate enough income to cover all your costs, so finding funding from other sources will be essential. You may be able to access funding from:

- State Government, i.e. Gascoyne Development Commission, Eventscorp
- Lottery funders, i.e. Lotterywest
- Trusts, Foundations, Non Government Organisations, i.e. Country Arts WA
- Local government authorities
- Individuals
- Businesses i.e. sponsorship

It is important to start seeking financial support as early as possible as grant bodies often have a long turnaround time. Allowing a long lead time will also allow you to accurately plan your budget with the funding you have secured.

You must ensure that you keep receipts and accurate financial records if you have been awarded grant funding as you will be required to acquit those funds at the completion of the project.

## 4. INSURANCE

Managing a public event includes ensuring the safety of event organisers, volunteers, contract staff, event staff and the public. It is highly recommended, and may be mandatory, that event managers have comprehensive public liability insurance and seek legal advice as part of their risk management strategy. Insurance cover should also include property and equipment.

## 3. THE VENUE

The aim of this section is to help you formulate a comprehensive map or plan of the site. You will need to consider potential hazards, access and egress of emergency services, and other needs such as pedestrians, traffic and shelter.

Some considerations to get you on the right track include:

- Where are the designated evacuation points?
- Take note of where the fire extinguishers are located – take note also of their tags and when they were last tested (note they should be tested every 6 months).
- Are gas bottles tagged appropriately and when were they last serviced?

### 3.1. Potential Hazards

When selecting a site, especially for an outdoor event, do a “Risk Assessment” for any potential hazards in the area. Hazards may include:

- Slip, trips and falls
- terrain – small holes that can twist ankles
- proximity to water bodies;
- wildlife/fauna including insects and snakes;
- bushfire potential;
- high winds;
- extremes of temperature;
- fitouts within buildings and structures; and
- chemicals stored on site; and structures.

This list is not exhaustive. The event manager must ensure that all hazards appropriate to the event have been addressed. List the identified hazards at the selected site and the action taken to minimise the risk.

### 3.2. Site Plan

A site plan is a map of the event and is essential for event planning and management. All key stakeholders can use it as part of the planning process, with consultation as to its final layout. The site plan must be easy to interpret and be posted strategically around the site for use by patrons. The site plan can be distributed for setting up the event and is also invaluable in an emergency.

Use the checklist below to determine what must be shown on the site map. Use a simple grid format and include surrounding streets and landmarks. Entrances, exits, Event Coordination Centre, Emergency Coordination Centre, vendor locations, first aid posts, toilets, phones, security and licensed areas should be highlighted.

### 3.3. Site Plan Checklist

Event and Incident Co-ordination centre	First Aid posts	Non-alcohol areas  Non smoking areas – around food stalls etc
Licensed liquor consumption areas	Picnic/quiet areas	Entrances & exits
Main Power/water/gas control	Taxi & Bus stops	Entertainment sites
Toilets and Toilet Blocks - state whether mobile	Stage location	Pedestrian route including emergency egress routes
Restricted Areas	Liquor outlets	Lost kids/property
Public telephones	Rubbish bins	Security locations
Seating	Drainage pits	Food/vendors/stalls
Media	Sharps Containers	Drinking water sites
Vehicle access routes  Emergency access & egress routes – emergency vehicles  Parking	Firefighting equipment <ul style="list-style-type: none"><li>• Fire Extinguishers</li><li>• Fire Blankets</li><li>• Hose Reels</li><li>• Hydrants</li></ul>	Information centre

Attach a copy of your site plan.

### 3.4. Contingency Plan

Has a contingency plan been considered in the event say of an outside activity if it rains? To prepare your contingency plan you need to first identify all the possibilities that could occur that would have a negative impact on your event. Once these have been identified, your contingency plan should include a set of specific actions that can be implemented to reduce these anticipated negative impacts on the event if/when challenges arise.

## 4. TRAFFIC AND PEDESTRIAN MANAGEMENT

### 4.1. Traffic Management Plan

Patron access must be planned to ensure there is no disruption to neighbouring businesses or homes and to ensure clear access by emergency services and event staff.

Event organisers must make arrangements for the following:

- Adequate car parking space, including over-flow parking
- Access for people with disabilities
- Preferred access routes to the venue
- Adequate lighting
- Shuttle buses where venue/activity covers a large area

### 4.2. Road Closures

Will there be any road closures for the event? What roads will be closed for the event?

If so, the development of a traffic management plan, application to your local government authority, local Police and/or Main Roads Department, approval and advertising may be essential well in advance of your event - at least three months prior to the event. Check with your local government authority for the requirements in your town.

On lodgment of the information, Council officers will inspect the area for the proposed temporary street closure and advise the applicant if it is practical and safe to do so for the purpose of conducting the event.

All costs associated with advertising, development of the traffic management plan and staffing closures will be the responsibility of the event organizers so ensure you consider this when preparing your budget.

### 4.3. Adjoining Properties

In the interest of amenability with adjoining and/or property owners affected by the staging of your event, it is beneficial to inform them of the proposed event and activities. This may be a requirement of approval for the event.

## 5. INCIDENT MANAGEMENT PLAN

### 5.1. Event / Incident Control Centre

All event organisers and staff need to be in contact throughout the event through the Event/Incident Control Centre. Organisers may have a representative at the Event / Incident Control Centre to facilitate the provision and dissemination of information. Event organisers must be able to communicate with the crowd both for public announcements and in emergencies.

These areas must be accessible to ambulances and other Emergency Service vehicles.

### 5.2. Incident Management Plan including First Aid Arrangements

The event must have a formal, written Incident Management Plan. The plan should be provided to all event organisers, key stakeholders, police and emergency service personnel. Local Emergency Service personnel should be contacted **at least two months prior to the event**.

The plan should include:

- Detailed First Aid arrangements for on-site emergencies not requiring outside help;
  - Who are the events first aid officers? Who will provide first aid?
  - Will the local ambulance be in attendance?
  - Incident forms (see 5.7)
- Who is the local contact for the Police? Have they been contacted prior to the event?
- Who is the local contact for the Fire Service? Have they been contacted prior to the event?
- Who is the contact for the local Ambulance Service? Have they been contacted prior to the event?
- Who is the contact for the local Hospital? Have they been contacted prior to the event?
- Specify arrangements to request further police and other emergency services assistance
- Identify meeting points for emergency services
- Identify contact details for local ambulance service
- Include details of local hospitals
- Identify access and egress routes
- How will communication be conducted on the day?

**Note:** In any major incident, for the purposes of the law, the venue is considered a crime scene and thus under total control of the police.

### 5.3. Incident Management Contact Details

Who will be the designated contact people for any incident?

### 5.4. Fire Fighting Equipment

Will portable fire protection equipment be strategically located throughout the venue for initial attack of the fire by the public and/or safety officers?

### 5.5. Lost and Stolen Property / Lost Children

What arrangements have been made for lost or stolen property and lost children? Show location on site map.

### 5.6. Incident Reports

All incidents are to be recorded in the following format:

Name of Event:

.....

Event Manager:

.....

Date and Time of Incident	Description of Incident	Persons involved Name, address, phone	Action taken

## 6. PUBLIC HEALTH

### 6.1. Temporary Food Stalls

The provision of a variety of high quality, affordable food at public events contributes to the comfort of patrons, reduces effects of alcohol consumption and can increase revenue. Selling food at or near liquor sale points is essential.

The event organizer is required to advise their local government authority when temporary food stalls will be utilized. Food stall operators are likely to require individual approval from their local government authority, so it is a good idea for event organizers to be aware of the requirements in their town.

Details of the food businesses and type of food being provided at the event is essential.

## 6.2. Alcohol

If you intend selling or supplying alcohol at the event a liquor licence must be obtained from the Department of Racing, Gaming and Liquor and approval will also be required from your local government authority at least two months prior to the event.

Event organizers will be required to provide adequately segregated areas for the sale and consumption of alcohol if it is an all age's event. This should be clearly marked on your site plan.

## 6.3. Toilets

The number of toilets to be provided will depend on a number of factors including:

- anticipated crowd numbers
- the sex of patrons (women require more facilities than men)
- if alcohol will be available and
- the duration of the event.

Adequate toilet facilities should also be provided for people with disabilities.

The following table is provided as a guide only and your local government authority should be consulted during planning.

Total Attendance	Male Facilities			Female Facilities	Hand basins	
	WC's	Urinal (Metres)	Urinals (Wall Hung)	WC's	Male	Female
1000	2	1.5	3	5	1	1
1000 – 2000	3	3	6	10	2	2
2000 - 3000	4	4.5	9	15	3	3
3000 – 4000	5	6	12	20	4	4
4000 - 5000	6	7.5	15	25	5	5

*Source: Shire of Carnarvon, Policy and Guidelines for Public Events and Outdoor Concerts*

A cleaning schedule should be established for toilets. Toilets must be cleaned, restocked with supplied regularly.

## 6.4. Water

Events must have sufficient supply of freely available, or at a nominal charge, potable water, and clear directional signage to water. Outdoor events that expose patrons to the elements must take due care for their health and comfort. A wash basin does not constitute a drinking fountain or tap.

How will extra water be supplied to patrons on very hot days if needed?

What is the source of water?

## 6.5. Shelter

Shelter and shaded areas should be available wherever patrons or staff and volunteers (including First Aiders) may be located for an extended period of time and where weather conditions dictate that it is required.

This may include:

- transport pick up and set down areas;
- spectator and official viewing areas;
- seated eating areas;
- pedestrian thoroughfares;
- First Aid areas and Event management centre;
- competitor and officials marshalling areas;
- entrances and ticketing areas; and
- optional area for patrons when needed.

## 6.1. Waste Management

Waste management should be considered.

What arrangements have been made for extra bins for the event?

What arrangements have been made for rubbish to be appropriately removed?

## 6.2. Noise

Events can create noise levels much higher than normal. Music amplifiers, refrigerators, generators, and crowds are all contributing factors. It is important to monitor the level of noise produced by the event to minimise disruption to local residents and businesses.

Events are required to comply with the provisions of the Environmental Protection (Noise) Regulations 1997, and may require local government approval.

## 7. PUBLIC SAFETY

### 7.1. Security & Crowd Control

Choosing appropriate security is essential to the success of an event and the safety of the public. Different types of events require different types or combinations of security. The event organising committee needs to examine the risks involved with the event by asking for example, “What could happen?” or “What if?” The answers will determine whether police, private uniformed security or peer security is required.

### 7.2. Place of Public Assembly

For outdoor events held in fenced or enclosed areas, adequate entry and exit points must be provided. Exits and paths of travel to exits are to be kept clear of obstructions. Specific requirements may vary according to the nature of the event. Entry, exit and assembly points should be clearly marked on your site plan.

### 7.3. Lighting and Power

Even in venues darkened for the performance, lighting should always be adequate to identify exits as well as corridors and aisles leading to them. Auxiliary battery power or generators should be installed to provide light in a power outage and to power the public address system. The latter may permit directions to be given to spectators in a power failure, thereby alleviating panic.

As many concerts are performed with only stage lighting, access to the main lighting or house lights is essential in case of an emergency. The location of the controls for these lights, and the operation of the controls, must be known to those on-site responsible for emergencies.

For outdoor events, any electrical installation needs to be certified by an electrical contractor as complying with the provisions of the Health (Public Buildings) Regulations 1992.

Do you have emergency power & lighting?

Describe emergency power and lighting systems.

It is recommended that an electrician be available for the event.

### 7.4. Temporary Structures

Temporary Structures include -

- a stage or platform
- a tent, marquee or booth
- a seating stand
- a prefabricated building

A Structural Engineer's Certificate of Compliance for any temporary structures may be required. Event organizers should consult with their local government authority when temporary structures are required.

## 7.6. Fireworks and Pyrotechnics

The use of pyrotechnics and fireworks must have the approval of your local government authority and the Police.

Scheduled pyrotechnic displays will only be permitted to proceed where conditions regarding parameters such as wind strength, wind direction, fire warnings and exclusion zones can be met.

# 8. EVENT PROMOTION AND MARKETING

Event promotion and marketing is one of the most important aspects of planning your event. You want as many people as possible to attend your event so it is important to get the information out to your target audience well in advance of your event.

You will need to consider the best and most cost effective way of advertising and promoting your event to keep with your event budget. The common forms of media are the local newspaper, posters, flyers, mail drops, radio, television, websites and email. For effective promotion utilizing a combination of these media forms is the best option.

Get your message out early. If you have set a date for your event and the location is decided, send a 'remember this date' email to your email distribution list so people are aware that the event will be happening. You may also like to establish a promotion schedule which outlines the dates, cost and type of media promotion you will carry out and when. This will help with ensuring you stay within your budget and the information necessary for a successful event is distributed to your target market at the right time in the lead up to your event.

## 8.1. Ticketing

This is important in achieving crowd control. Will there be advanced ticketing or tickets purchased at the event or both? Advanced tickets can provide:

- Event details
- Event services information
- Entry details
- Transport arrangements
- Health promotion and publicity material

## 8.2. Signage

Clear appropriate signage is essential. You will need to liaise with your local government about when and where signage can be placed. Examples of signage required include:

- Entrances and exits
- Parking
- Toilets
- First aid post
- Security
- Information/Communication/Incident Control Centre

## 8.3. Health Promotion

Have you considered health promotion material for example:

- Glass containers are not permitted
- Smoke free event
- Bags and Eskies will be searched
- Public Transport will be available
- Don't drink and drive
- Food and snacks will be available....

## 8.4. Advertising

What information is important to promote the event? When? Where? What times? Etc

## 9. USEFUL CONTACT NUMBERS

It may be useful to have a collated list of contact details and to consider some additional contacts that may be useful on the day.

## 10. EVALUATION

At the conclusion of your event it is important to evaluate the event against the aims and objectives. This will allow you to identify and make appropriate changes, where necessary, to your event management plan to ensure the success of future event.

# Event Management Plan

## Proforma

### 1. EVENT DETAILS

#### 1.1. Event Place & Time

Name of Event:

.....

Address of Event:

.....

Details of Venue:

.....

Details of how your event will run, including details of all activities:

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Estimated Number of People expected to attend:

.....

Date and Time Set Up Commences:

.....

Date and Time Event starts or is open to the public:

.....

Date and Time Event Finishes:

.....

Date and Time dismantling commences and anticipation conclusion time:

.....

#### MULTI-DAY EVENTS ONLY TO COMPLETE THIS SECTION

Day 1 Start: ..... Finish: .....

Day 2 Start: ..... Finish: .....

Day 3 Start: ..... Finish: .....

Day 4 Start: ..... Finish: .....

Day 5 Start: ..... Finish: .....

Day 6 Start: ..... Finish: .....

#### 1.2. Event Manager Details:

Event Manager:

.....

Address:

.....

Phone (Work): ..... Phone (Home): .....

Fax: .....

Email: .....

**Contact During Event:**

Phone: ..... Mobile: .....

## 2. INSURANCE

### 2.1. Insurance Details

*A copy of your Certificate of Currency is required to be included with this form.*

Name of Insurer:

.....

Address:

.....

Phone: ..... Fax: .....

Email: .....

Policy Number and Expiry Date:

.....

Public Liability Value and Asset Value:

.....

### 3. BUDGET

#### Sample Budget for a Festival

Item	BUDGET Year beginning \$38,808.00	ACTUAL Year ended \$38,807.00	VARIANC E (\$)	VARIANC E as %
<b>Income</b>				
Individual Donations	\$3,300.00	\$3,150.00	-\$150.00	-\$0.05
Gift Aid	\$750.00	\$820.00	\$70.00	\$0.09
Grants	\$9,000.00	\$9,000.00	\$0.00	\$0.00
Trusts & Foundations	\$12,000.00	\$11,000.00	-\$1,000.00	-\$0.08
Ticket Sales	\$24,000.00	\$24,800.00	\$800.00	\$0.03
Merchandising	\$1,000.00	\$800.00	-\$200.00	-\$0.20
Sponsorship	\$2,000.00	\$1,500.00	-\$500.00	-\$0.25
Bank interest	\$300.00	\$200.00	-\$100.00	-\$0.33
<b>TOTAL INCOME (A)</b>	<b>\$52,350.00</b>	<b>\$51,270.00</b>	<b>-\$1,080.00</b>	<b>-\$0.02</b>
<b>Expenditure</b>				
<b>Overheads</b>				
Administration	\$4,800.00	\$4,800.00	\$0.00	\$0.00
Office rent	\$1,800.00	\$1,800.00	\$0.00	\$0.00
Telephone, fax	\$300.00	\$278.00	-\$22.00	-\$0.07
Postage	\$300.00	\$280.00	-\$20.00	-\$0.07
Bank charges	\$50.00	\$36.00	-\$14.00	-\$0.28
<b>SUB-TOTAL 1</b>	<b>\$7,250.00</b>	<b>\$7,194.00</b>	<b>-\$56.00</b>	<b>-\$0.01</b>
<b>Artistic Costs</b>				
Artists Fees & Expenses	\$24,000.00	\$23,650.00	-\$350.00	-\$0.01
Instrument hire	\$2,000.00	\$1,800.00	-\$200.00	-\$0.10
Education programme	\$4,000.00	\$3,800.00	-\$200.00	-\$0.05
<b>SUB-TOTAL 2</b>	<b>\$30,000.00</b>	<b>\$29,250.00</b>	<b>-\$750.00</b>	<b>-\$0.03</b>
<b>Festival Site Costs</b>				
Marquee hire	\$3,000.00	\$3,200.00	\$200.00	\$0.07
Portaloo hire	\$1,200.00	\$1,267.00	\$67.00	\$0.06
Casual festival staff	\$1,600.00	\$1,720.00	\$120.00	\$0.08
Insurance	\$1,500.00	\$1,350.00	-\$150.00	-\$0.10
<b>SUB-TOTAL 3</b>	<b>\$7,300.00</b>	<b>\$7,537.00</b>	<b>\$237.00</b>	<b>\$0.03</b>

**Marketing Costs**

Advertising	\$1,800.00	\$1,650.00	-\$150.00	-\$0.08
Leaflet/flyer print	\$2,400.00	\$2,200.00	-\$200.00	-\$0.08
Programme	\$1,000.00	\$950.00	-\$50.00	-\$0.05
Mailouts	\$800.00	\$750.00	-\$50.00	-\$0.06
PR consultant	\$1,800.00	\$1,600.00	-\$200.00	-\$0.11
<b>SUB-TOTAL 4</b>	<b>\$7,800.00</b>	<b>\$7,150.00</b>	<b>-\$650.00</b>	<b>-\$0.08</b>

\$0.00

<b>TOTAL EXPENDITURE (B)</b> (B = Sub-totals 1 + 2 + 3 + 4)	<b>\$52,350.00</b>	<b>\$51,131.00</b>	<b>-\$1,219.00</b>	<b>-\$0.02</b>
----------------------------------------------------------------	--------------------	--------------------	--------------------	----------------

<b>SURPLUS / (DEFICIT) A - B</b>	<b>\$0.00</b>	<b>\$139.00</b>	<b>\$139.00</b>
----------------------------------	---------------	-----------------	-----------------

## 4. THE VENUE

### 4.1. Potential Hazards

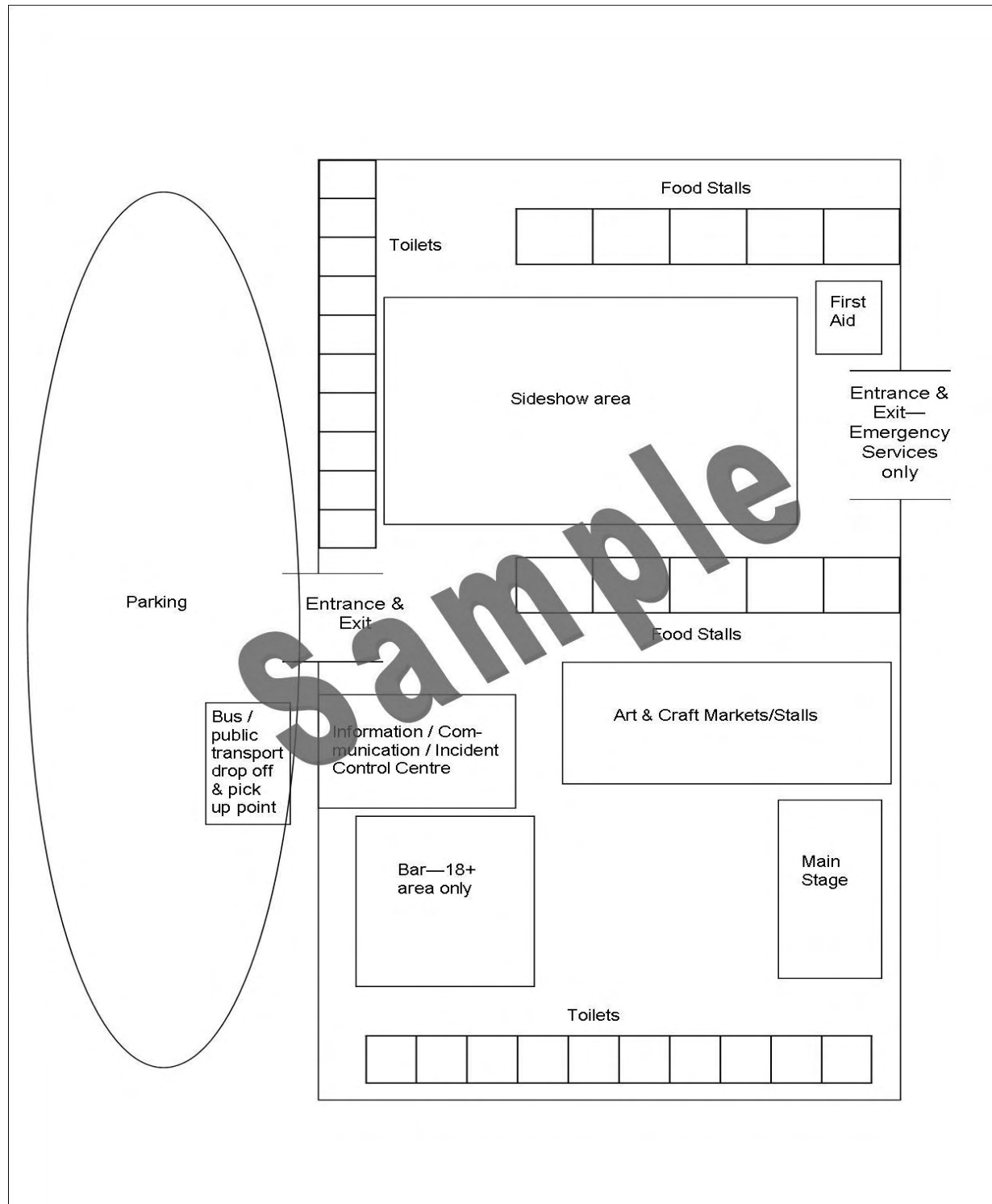
List the identified hazards at the selected site and the action taken to minimise the risk.

Hazards Identified For Each Activity	Action to Minimise Risk

You may need to add another page

## 4.2. Site Plan

*Include meeting points for emergency services*



### 4.3. Contingency Plan

Things that can go wrong:

Eg rain....

.....

Contingency details:

.....  
.....  
.....

## 5. TRAFFIC AND PEDESTRIAN MANAGEMENT

### 5.1. Traffic Management Plan

Has a Traffic Management Plan been developed for this event?

YES NO

Guidance can be provided by Council with the development of this plan.

Is there car parking for:

	YES	NO	N/A
Emergency Vehicles			
Key Stakeholders			
Disabled Patrons			
General Parking			
Overspill			
Buses			
Taxis			

### 5.2. Road Closures

Do you require any roads to be closed for the event:

YES NO

If yes, contact your local government authority for details on exact procedures. The following basic information will be required.

Street in which function is to be held:

.....

Section to be closed:

.....  
.....

Date of proposed closure:

.....

Time: Commencement:

.....

End:

.....

The following documentation may also be required:

- A public liability policy of at least \$10m to cover the event
- Traffic Management Plan
- Evidence of notification of proposed road closure to emergency services

Permit received

YES NO

### 5.3. Adjoining Properties

Have adjoining property occupants been contacted regarding the proposal of this event.

YES NO

How and when

.....

If the event is likely to impact in any way on these adjoining properties – e.g. noise, extra cars, road closures it is highly recommended that you contact the occupants well in advance of the event.

## 6. INCIDENT MANAGEMENT PLAN

### 6.1. Incident Control Centre

Ensure the Incident Control Centre is clearly marked on your Site Plan and detail where First Aid will be supplied.

Ensure exit/evacuation points and fire extinguishers are clearly marked on the site plan.

How will communication be conducted on the day of the event with event officials?

.....

.....

How will communication be conducted with the public?

.....

.....

How will communication be conducted in the event of an incident e.g. portable handheld radios / mobile phones?

.....

.....

If required, who will request further police and other emergency services assistance?

.....

## 6.2. Incident Management Contact Details

First Aid Officer 1

Name.....

Contact details.....

First Aid Officer 2

Name.....

Contact details.....

Incident Officer

Name.....

Contact details.....

Police

Name.....

Contact details.....

Ambulance Service

Name.....

Contact Details.....

Fire Service

Name.....

Contact details.....

Hospital

Name.....

Contact details.....

## 6.3. Fire Fighting Equipment

Will portable fire protection equipment be strategically located throughout the venue for initial attack of the fire by the public and/or safety officers? YES NO

Mark their location on the site map.

## 6.4. Fire Danger Period

Has a day of total fire ban or fire danger period been considered? YES NO

Has a plan been submitted to the fire service? YES NO

### 6.5. Lost and Stolen Property / Lost Children

What arrangements have been made for lost or stolen property and lost children?

Show location on site map.

### 6.6. Incident Reports

All incidents are to be recorded in the following format:

Name of Event:

.....

Event Manager:

.....

Date and Time of Incident	Description of Incident	Persons involved Name, address, phone	Action taken

## 7. PUBLIC HEALTH

### 7.1. List of Vendors

Will you or other vendors at your event be selling any article of food?      YES    NO

List of the food businesses and type of food being provided at the event:

	Business/Vendor Name	Contact Phone during event	Type of Food	Council Permit
1				
2				
3				
4				
5				
6				
7				
8				
9				

You will need to provide evidence of the vendor's Council permit for the operation of their stall.

## 7.2. Alcohol

Will there be alcohol at the event? YES NO

If yes, will alcohol will be sold and consumed or BYO

Local council permission has given received YES NO

Has a Liquor Licence been obtained? YES NO

If no, alcohol will be prohibited.

## 7.3. Toilets

How many toilets will be provided at the event?

Male.....

Female.....

Disabled.....

Who will be responsible for the cleaning of toilets?

.....

Contact details during the event:

Name:

.....

Mobile:

.....

## 7.4. Water

Is the location of water clearly signposted and marked on the site plan? YES NO

How will extra water be supplied to patrons on very hot days if needed? YES NO

What is the source of water?

.....

## 7.5. Shelter

Describe where shelter will be provided at the event. Mark on your site plan.

Will sunscreen be available at the event? YES NO

## 7.6. Waste Management

What arrangements have you made for extra bins to be provided for the day?

.....

.....

What arrangements have you made for the rubbish to be removed appropriately on the day?

.....

.....

## 7.7. Noise

Describe the activities/mechanisms likely to create higher noise levels at your event.

.....

.....

.....

.....

Describe how you will monitor and minimise noise levels.

.....

.....

.....

.....

.....

# 8. PUBLIC SAFETY

## 8.1. Security & Crowd Control

What type of security has been selected for the event?

.....

.....

If a security firm has been contracted, provide details.

Name of Company:

.....

Licence Details:

.....

Contact Details:

.....

Phone/Mobile:

.....

Number of Security Personnel at Event:

.....

Who is the police contact?

Name:

.....

Station:

.....

Phone:

.....

Mobile:

.....

Fax:

.....

Email:

.....

## 8.2. Public Assembly

Will you be fencing off the boundary of your event, restricting access and egress?

YES NO

If yes, you will need approval from your local government authority.

## 8.3. Lighting and Power

Do you have emergency power & lighting?

YES NO

Describe emergency power and lighting systems.

.....

.....

It is recommended that an electrician be available for the event.

Name of Certified Electrician:

.....

Contact Details during the event: .....

Location of Lighting Control – Mark on site plan

Location of Mains Power Control – Mark on site plan

#### 8.4. Temporary Structures

Will there be temporary structures at the event?

YES NO

Details

Stages & Platforms

YES / NO

.....

Break-away Stage Skirts

YES / NO

.....

Seating

YES / NO

.....

Marquees/Tents

YES / NO

.....

Has a permit or permits been sought or sighted for temporary structures? YES NO

Permit Name:

.....

Permit Number: .....

Permit Date: .....

Description of Structure: .....

Building Surveyor:.....

Contact details:.....

#### 8.5. Gas Cylinders

List all vendors who will be using portable gas cylinders.

Name of Vendor	No. of Cylinders

#### 8.6. Fireworks and Pyrotechnics

Will there be fireworks and pyrotechnics at the event?

YES NO

Has a permit been obtained?

YES NO

Permit Number: .....

Person Responsible for Fireworks: .....

Contact Details During Event:.....

Phone:.....

Mobile:.....

Ensure restricted zones are marked on site plan

## 9. EVENT PROMOTION

### 9.1. Ticketing

Are there tickets for the event?

YES NO

- Pre-sold
- At the Gate
- Both

Will the tickets provide information about the event?

YES NO

### 9.2. Signage

The following signage will be installed, as per the site plan, at the venue -

- |                                |                                      |
|--------------------------------|--------------------------------------|
| • Phones                       | • Parking                            |
| • Entrances                    | • Information/Communication/Incident |
| • No Smoking                   | Control Centre                       |
| • Rules relating to alcohol    | • Exits                              |
| • consumption                  | • Toilets                            |
| • Lost and Found               | • Water                              |
| • Public Transport pick up/set | • First aid posts                    |
| down                           |                                      |
| • Security                     | • Camping Areas and Facilities       |

### 9.3. Health Promotion

List any messages that will be promoted on the day

.....

.....

.....

.....

### 9.4. Promotion

What, when and where will advertising be conducted?

.....

.....

.....

.....

## ANNEXURE B

### Task Scheduling Example

Activity	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Appoint Steering Committee												
Allocate roles and responsibilities												
Establish type of event												
Develop an Event Management Plan												
Book venue												
Establish budget												
Apply for funding												
Talk to local government authority about licensing/approvals												
Organise Insurance												
Book equipment - stage, marquee, portable toilets, lighting, sound equipment, etc												
Book Performers, Artists, Side Shows, Vendors												
Draw up site plan												
Draw up PR and advertising schedule, design advert, advertise date of your event												
Confirm all funding in place												
Organise road closures (if required)												
Arrange pyrotechnics and approvals (if required)												
Review budget												
Inform neighbouring properites of event												
Contact Emergency Services required at the event												
Apply for liquor licence												
Confirm stall holders & permits												

[illegible]

By using a colour scheme you can see which activities are interdependent. You can also use colours to indicate when particular staff are needed, or for tasks delegated to specific people, for example;